



YOUR VENTURE STORY MADLIB

Fill in the madlib below to get some building blocks for your story. Elements of your venture story will show up in advertising, on your website, in investor pitches, and elsewhere.

Notice where you are less confident about what you're saying, or still have questions. This can help you identify questions you have and places where your team has different answers and assumptions. Then you can prototype and build evidence for those areas.

We are _____, and we are going to _____.
(venture's name) (big-ass world-changing vision)

We want to help _____ to _____.
(type of people) (do something they couldn't do before)

This is a group of _____ people who _____.
(#/ market size) (attitudes, beliefs, behaviors, needs)

They will choose our _____ because _____.
(product, service) (promise/ value proposition)

People will find out about us via _____.
(where and how your marketing will reach them)

and can buy our _____ in/at/on _____.
(product, service, type of business) (channels of distribution)

When they use it, they will feel _____.
(feeling, emotional upswing)

They'll tell others about _____.
(key features, defining moments of the experience)

We will get paid _____ by _____.
(how much, how often) (who your customer is)

Our team is well-positioned to deliver this experience because we excel at _____.
(capabilities)

Our next steps are _____

(list key steps in your roadmap)